

# VISION EXPO

## 2024 | NYC

# SHOW DAILY

PUBLISHED BY **VM** VISION MONDAY IN COOPERATION WITH THE VISION COUNCIL AND VISION EXPO

**FRIDAY**  
**MARCH 15**

## 20/20 Magazine Celebrates Its 50th Anniversary With An Installation at the Show

NEW YORK—*20/20 Magazine*, sister publication to *Vision Monday* and a leading resource in the optical industry, is celebrating its 50th anniversary with a special installation at Vision

**20/20@50**  
FIVE DECADES OF VISION

Expo East. This milestone event will feature a walk-through history, with a life-sized timeline that showcases *20/20's* journey over the past

five decades as well as key industry milestones.

The 20/20@50 installation will be located in the Crystal Palace at the Jacob Javits Center from March 15 to 17. Attendees are invited to immerse themselves in this brand experience, designed by Nico Roseillier, founder, designer and creative strategist, UN-TI-TLED Creative Agency, enjoying the publication's vast history while looking back at eyewear styles, fashion and technology of the past.

Continued on page 8

## At VM Summit, Experts Explain AI's Growing Impact on Optical

NEW YORK—The Vision Monday Leadership Summit, held here Wednesday, provided a rare opportunity for optical business leaders, industry executives and eyecare professionals to learn from experts about the growing impact of artificial intelligence on their businesses and practices, and how they can best leverage its power.

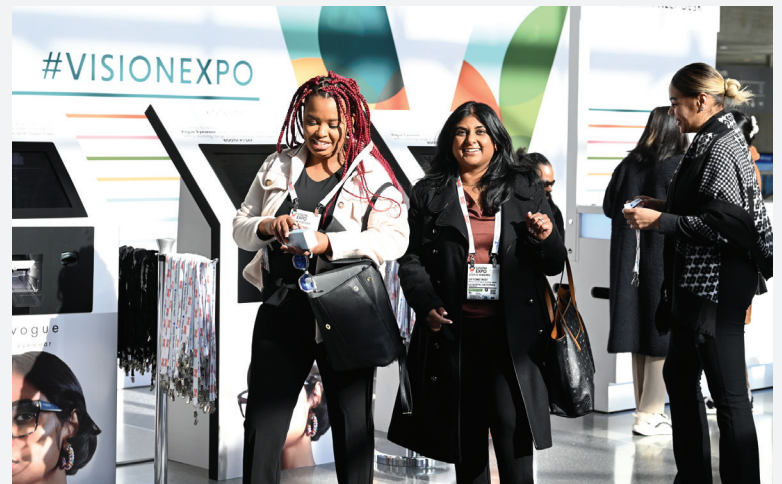


Samantha Jordan

The Summit program, titled, "What's Your AI Acuity? Sharpening a Vision for the Future," featured prominent thought leaders, top business consultants and leading vision care researchers, some of whom are already tapping AI's vast ca-

Continued on page 78

## Welcome to Vision Expo East, Where Eyewear Innovation and NYC Style Shine



NEW YORK—As the curtains rise on Vision Expo East 2024, the excitement is palpable, and the anticipation is electric. This year's event, co-hosted by The Vision Council and RX, promises to be a celebration of nearly four decades of eyewear and eyecare excellence in the heart of New York City.

From March 14 to 17, the iconic Javits Center transforms into a bustling hub of industry activity, spanning an expansive 150,000 square feet of exhibit space. Over 450 leading eyewear and eyecare companies will gather to showcase their latest products and technolo-

gies, marking the grand finale of Vision Expo East's tenure in the Big Apple before it heads south to Orlando, Fla., in 2025.

For those joining us for this momentous occasion, get ready to immerse yourself in a whirlwind of fashion, innovation and education. Here's a glimpse of what awaits you:

**Fashion & Trends:** Prepare to be dazzled as independent eyewear designers take center stage at "Flaunt the Frame," a new fashion show series sponsored by IMAGINEM with shows on Friday and Saturday at The Bridge, Vision Expo

Continued on page 8

Let your child discover the difference.

ZEISS SmartLife Young Lenses



## 20/20 Magazine Celebrates Its 50th Anniversary With An Installation at Vision Expo East

Continued from page 1

"It has been an honor for 20/20 to cover the tremendous growth and progress of the optical industry for the past 50 years, and we are thrilled to welcome a new era of inspirational vision," said Christine Yeh, 20/20 executive editor. "Our 50th anniversary is a year-long celebration, and we invite all to join us in kicking off the festivities at Vision Expo East and engage with the special visual representation of the past five decades curated by our team."

"We are incredibly excited to share this milestone with our readers, partners and friends in the industry," added group publisher James DeMatteis. Attendees are encouraged to post their visit to the experience on social media using the hashtag #2020at50.



The 20/20@50 installation will be located in the Crystal Palace at the Jacob Javits Center.

Celebrate the trade show's final year in New York City by taking in the eyewear industry's collective history and viewing the past 50 years through 20/20's eyes.

For more information about the magazine and celebration, visit [www.2020mag.com](http://www.2020mag.com). ■

## Welcome to Vision Expo East, Where Eyewear Innovation and NYC Style Shine

Continued from page 1

East's main stage. The enhanced and expanded Atelier neighborhood will showcase more than 75 independent designers from around the world, offering a curated collection of the industry's finest designs and artistry.

Vision Expo East is also welcoming the Italian Trade Commission back to the Show, with 18 fabulous exhibitors showcasing some of Italy's finest eyewear and accessories.

Finally, be sure to check out the NOW Pavilion, where a diverse range of eyewear designs reflecting the latest industry trends in colors, materials and styles will be on display.

As you peruse the frames, scan the QR code paired with your favorite set of frames to cast your vote in the NOW People's Choice Award.

The NOW Awards ceremony and presentation will take place this afternoon at 4:30 pm at The Bridge, recognizing the best of the best in trending eyewear and design.

**Business & Technology:** Get ready to be inspired and disrupt the industry with "Visionaries Unveiled." Taking place at 2:25 pm today, this session will showcase cutting-edge industry technologies and game-changing business strategies. Attendees can dive deep into discussions on sustainability, aesthetics and hearing care at The Bridge. ■

## Question of the Day

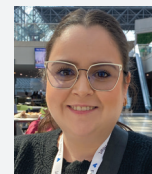
Which education courses are you taking, and why?



Leah Huyghe, Patient Advocate  
Glimmer Health  
San Francisco, California

"I'm taking education around myopia control management.

My primary passion is corneal neuralgia and anything having to do with the front of the eye, such as corneal regeneration. I'm a patient advocate for corneal neuralgia and I believe there is a gap in corneal neuralgia awareness."



Nancy Garcia, Optician  
Southwest Texas Optical Inc.  
Eagle Pass, Texas

"We are here to improve and learn about lab operations,

particularly new lenses. I want to visit with vendors to learn what is new. We want to have lenses that the other practices don't have."



Jessica Stiner, Patient Care Coordinator  
Complete Vision Center  
Springfield, Ore.

"I'm taking social media

classes to get a feel for what the community is doing and how they want to be interacted with. You can't greet everyone who walks in the same way."



Jackie Lucas, OD  
Focus On Eyes  
Chandler, Ariz.

"Social media is an important aspect of promoting a practice.

It's important to know who your audience is. The exhibitors are great. It's a huge conference, and you get to see everything in one place."

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1. Two of the VM Summit's planners, *Vision Monday's* Marge Axelrad and Andrew Karp, framed the conversation about AI with some broad observations.

2. VSP Vision's Michelle Skinner (l) and Michael Guyette (r) with Essilor-Luxottica's Fabrizio Uguzzoni.

3. Advancing Eyecare's Jim McGrann (l) and David Spear (r) with Dorothy Hitchmoth, Percept Corporation.

4. (L to R) Leo Mac Canna, Ocuco, Jobson's Andrew Karp and VSP Vision's Sean Cooley and Andy Skitmore.

5. Liza Amlani, principal and founder at Retail Strategy Group, wrapped up the Summit program with a review of best practices for connecting with customers.

6. (L to R) Karen Roberts, Carl Zeiss Vision, Darren Horndasch, Wisconsin Vision, Inc., David Pierson, The Vision Council and Kirk Lauterback, Shopko Optical.

7. Glenn Reisch, Luxury Optical Holdings (l) with Tim Mayhew, Keplr Vision.



1. The Optical Women's Association held their champagne breakfast and Star Award ceremony at Gotham Hall on Thursday morning. (L to R) Honorees included Modo's Rebecca Giefer, *Vision Monday's* Marge Axelrad, Safilo's Reagan Colpitts and Marketing4ECPs' Trudi Charest.
2. EssilorLuxottica's Fabrizio Uguzzoni welcomed attendees to the breakfast. EssilorLuxottica was the OWA platinum sponsor for the event.
3. Gotham Hall was jam-packed with attendees for the OWA breakfast.
4. Jason Lake, OD, general manager at Opti-Port, welcomed attendees to the group's annual SPARK conference in New York on Thursday.
5. Heather J. Crider, neuroperformance coach, delivered the keynote address at the Opti-Port SPARK Conference.
6. On Tuesday night, a reception was held at the United Nations to celebrate the 20th anniversary of RestoringVision. One highlight of the evening included the presentation of the Lifetime Achievement Award to RestoringVision founder Mark Sachs by Mary Ann Peters, current RestoringVision board member, retired ambassador and former CEO of The Carter Center.
7. Reade Fahs, CEO of National Vision, Inc. and a longstanding member of RestoringVision's board of directors, took the stage to share poignant anecdotes about the organization's humble beginnings and exponential growth.



# SHOW SHOTS



1. (L to R) It was all about teamwork at the EssilorLuxottica booth for Courtney Benson, Pascale Desroches and Anthony Vetrano.

2. Carl Zeiss Vision's Craig Peterson and Scott Friedman got the displays just right at the booth.

3. Coburn Technologies' Michael Kelly got the booth in shipshape condition as the company prepares to celebrate its 70th anniversary.

4. WestGroupe's Nicholas Debono made sure everything was ready for the opening day of the Show.

5. For Modo's Moa Oppedal and Lina Francavilla it's all about the frames.

6. Bill Yee made sure it was all systems go at the Schneider Optical Machines booth.

7. Doneger Tobe's Leslie Ghize and Maggie Klimuszko provided Vision Council members a broad overview of evolving consumer insights and cultural shifts shaping the fashion industry today.



## At VM Summit, Experts Explain AI's Growing Impact on Optical

Continued from page 1

pabilities. In a series of presentations, the Summit speakers explained how AI is being applied in areas as diverse as retailing, fashion design, branding and workforce management, as well as in clinical settings. They also discussed the critical decisions that leaders need to wrestle with to develop a clear-eyed view of the risks and rewards of AI implementation.

Summit attendees were greeted by James DeMatteis, publisher of *Vision Monday* and *20/20*, and Anne Cooper, who recently joined the company as editorial director of *Vision Monday* and *20/20 Magazine*. Then two of the Summit's planners, Marge Axelrad, *Vision Monday's* senior vice president, and Andrew Karp, group editor, lenses and technology, framed the conversation about AI with some broad observations.

Assuring attendees that "Our words are not scripted by generative AI," Axelrad joked that she and Karp were real people, not AI-generated avatars. Turning serious, she observed that "artificial intelligence is blurring the lines between what's real and what's not. As we interact more with chatbots and other AI-generated voices and images, it's important to know who, and what, we're dealing with."

Karp added, "Even though there is so much media coverage and discussion about how AI is reshaping our world, and our perceptions, it's important to remember that we're still in the early days of this powerful new wave of technology. There's a lot that's known about it, but even more that's unknown about AI's vast capabilities and potential for changing our world, for better or worse."

Their remarks set the stage for Samantha Jordan, a consultant with the Future Today

Institute who brought her unique take on how technology is unfolding to create new opportunities and approaches for business leaders. She offered two contrasting views of optical's future.

One is a world where people feel alienated by technology's pervasive influence and mistrust of AI. Then, declaring she is "on a mission to spread 'plausible optimism,' she presented a brighter view in which health care practitioners could use AI's power "to communicate with anyone and build relationships with your patients."

Jordan said we are now at a turning point in the development of AI. "2024 is the year we move past the uncanny valley," meaning that the technology is now so sophisticated that is difficult to distinguish between real and AI-generated images of people.

She cautioned that bad actors could use AI to "rewrite history" by creating deep fakes and other forms of digital trickery to create seemingly real yet false scenarios. "AI is a double-edged sword," said Jordan. "It's how you apply this technology that matters."

The next speaker, Deborah Weinswig, founder and CEO of Coresight Research, one of the world's leading retail observers and analysts, shared her views about the fast-moving adoption of AI technology in the retail space. She offered insights into how AI can be creatively applied in retailing. Discussing how retailers use AI to improve customer experience in-store, Weinswig said, "If we can truly start to improve outcomes [using AI,] we can truly start to make this all about personalized experiences."

Weinswig noted that although AI implementation may require some companies to expend considerable resources to bring them into compliance with standards and



Jobson's James DeMatteis (l) and Anne Cooper.

regulations, she observed, "In the beginning, the benefits will accrue to the small companies, because from a compliance perspective, you have a lot less to ring-fence than your very large retailer."

Next, John Whyte, MD, MPH, WebMD's chief medical officer and one of the most influential voices in the health sector, discussed how patients are learning to trust chatbots, how doctors are integrating generative AI into their practices, the need for transparency and other practical aspects of AI implementation. He said, "AI is a work in progress, and we have just started to scratch the surface of how we can use AI to improve health care and vision care outcomes."

Dr. Whyte observed that according to a recent White House executive order on AI and health care, "there will be no new regulations on the horizon." Dr. Whyte called on the medical and optical communities to take on a leadership role in identifying AI technologies and processes that will work in the health care sector. "We need a Sherpa to take the lead on how we can best use AI."

Continued on page 80

## Experts Offer a Clear-Eyed View of AI's Risks and Rewards

Continued from page 78

He said, "The opportunity to impact the relationship between health care and AI is now. The AI technology is moving quickly, and the tools will only get better."

Following Dr. Whyte was a VM Summit first: a high-level discussion about how AI can offer providers new tools for disease detection and diagnosis, and play a pivotal role in how data will be able to track both outcomes and efficiencies. Paul Karpecki, OD, FAAO, director of cornea and external disease for the Kentucky Eye Institute in Lexington Ky., and chief medical editor for *Review of Optometry*, kicked off the session with a presentation that focused on how the future of eyecare will involve the potential for AI to enhance diagnostic accuracy, identify disease, increase efficiency and provide better treatments.

"By integrating AI, we'll be able to deliver expertise worldwide, and provide better access in underserved regions," said Dr. Karpecki. He suggested that "augmented intelligence" is a more useful term than artificial intelligence because "we can learn a lot by combining our knowledge with AI."

Pearse Keane, MD, consultant at Moorfields Eye Hospital in London, followed with a pre-recorded video presentation. Dr. Keane summarized the pioneering research program at Moorfields, one of the largest eye hospitals in the world, where he and his colleagues have spent the past eight years investigating how AI can accurately analyze OCT scans to detect early signs of retinal disease.

He described how Moorfields is spearheading a pioneering "oculomics" program in the U.K. aimed at creating a large, national database that integrates data from



(L to R) Paul Karpecki, OD, FAAO, Dr. James Tsai and Alex Martin, OD.

OCT scans with other health care data, creating a comprehensive picture of a patient's health. "I'm really excited about the promise of worldclass care, empowering ODs and other ECPs," he said.

Then, in a live presentation, Dr. James Tsai, head of the newly established Center for Ophthalmic Artificial Intelligence and Human Health at the Icahn School of Medicine at Mount Sinai, described how he and his colleagues have studied cardiovascular risk factors derived from retinal fundus photos using deep learning algorithms. He said that AI can be used to augment the study's findings, and that would lead to better patient care. "AI will make us make us better, more compassionate clinicians," he said.

Joining a three-way discussion with Dr. Karpecki and Dr. Tsai was Alex Martin, OD, a medical director for Boston Vision in Lawrence, Mass. Dr. Martin discussed his work developing a vision kiosk located in a public space that can collect diagnostic data and that could be analyzed with artificial intelligence. "We'll be able to do amazing outreach and have a more engaged conversation with patients," he said, adding that AI can also be an aid in scheduling and prioritizing patient office visits.

Jim Rowan, principal at Deloitte LLP,

explored the topic of surrounding yourself with the right experts in a new AI world during his presentation called "How to Build An AI Team," based on the latest research from the *The State of Generative AI in the Enterprise*.

"2024 is going to be a critical year for generative AI. Kind of an understatement, if you think about it. You know it's super critical in the next few years, it will be very critical to what we do," he said, adding companies need to begin looking at developing a center of excellence within their corporate structure to easily adopt AI into their business through centralization and democratization of access.

Wrapping up the Summit program was a review of best practices for connecting with customers by Liza Amlani, principal and founder at Retail Strategy Group. In a presentation titled, "Putting the Customer In Focus: Clienteling For Eyewear Retail," Amlani recommended creating opportunities for both text and touch to give customers a broad retail experience. "Clienteling is about getting to know your customer. It's very personal. You need to know why they're making the purchase," she said, adding that understanding buying habits can help businesses create opportunities to engage customers and build repeat business.

A new element in the Summit program was a series of short videos by digital artist, CoffeeVectors. The videos, which punctuated the Summit program, were powered by AI and illustrated AI's transformative power and potential.

Platinum Sponsors of the 2024 VM Leadership Summit include Advancing Eyecare, EssilorLuxottica and VSP Vision. The Gold Sponsors are Alcon and Ocuco. ■